cc: RSM SRs
RDM RRs
KAMs Judy
AMs Darren
DMs
RMs

R J Reynolds Tobacco Company

S. R. MacLeod
Region Operations Manager
Buffalo #1600

Confidential

c/m: 1-30-97

January 30, 1997

TO: KAM'S, AM'S, DM'S, RM'S, SR'S & RR'S

RE: *DORAL BOX 100'S INTRODUCTION*

Ladies & Gentlemen:

The attached represents pertinent information relative to the introduction of ***Doral Box 100's*** for the Buffalo Region for your use.

The region introduction plans are as follows:

1. ***Begin introducing to region Direct Accounts immediately***
2. ***Begin pre-booking to Retail for February delivery***
3. ***During the month of February and March, if necessary, begin cutting/tagging space for Doral Box 100's at Retail***
4. ***B1G1F's should begin arriving at Retail during the week of April 7, 1997***

The region has an allocation of 7500 Doral Box 100's B1G1F displays. The region has approximately 3100 Retail VAP accounts (chain & independents) serviced by 16xx Direct Accounts. Therefore, we will be shipping 2 displays (sku's) to these retail accounts. Each display/shipper will contain 4 white cartons (2 of each style) and/or 20 offers per display.

As information, Direct Accounts simply places 4 white cartons (2 of each style) in each display/shipper. ***Direct Accounts will be paid $9.00/12M case equivalent for the promotion.***

DM's and RM's have already submitted their POS/support material needs. Please refer to page 6 of the attached Fact Book for item numbers and descriptions of POS/support materials. Items will be available for ordering during the week of January 27, 1997. Please communicate your needs directly to Darren DeRose.

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In addition, the attached Fact Book is being distributed to those ROU's who have Direct Account responsibility that ship to 16xx retail accounts. Upon receipt they should be presenting Doral Box 100's to affected accounts. Please note that outside region direct accounts will not be allocated B1G1F product.

This communication is highly confidential and proper management of this resource should be demonstrated at all times.

Should you have any questions, please contact me.

Sincerely,

Stephen

S.R. MacLeod
ROM/#1610
:etb

cc: W.J. Roth
F.V. Natale
J.A. Campbell
D.A.DeRose

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